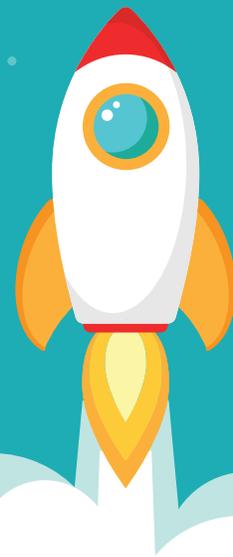


Launch a New Idea in Your School Community!



Idea Readiness Tool can get you started!

The Idea Readiness Tool (IRT)* is an evidence-based tool designed to help wellness champions launch a new idea in their school community. You can use the IRT to implement a new idea in your classroom, school, or entire school district.

The full IRT is available at ideareadinesstool.com

Curious How to Get Your New Idea Off the Ground?

Assessing your school community's level of readiness is the place to start!

TIP: Have you ever brought an idea back to your school community, but it didn't gain any traction? Assessing your school community's readiness for each idea first, can help your idea take off.

Generate an Idea

Assess Readiness

Develop an Action Plan

Implement the Action Plan

Evaluate the Action Plan

STEP 1. Complete the 10-question checklist to find out if your school community is an Innovator, Majority, or Late Adopter

TIP: For each new idea, your school community may fall within a different level of readiness

STEP 2. Learn more about the traits for the level of readiness of your school community: Innovator, Majority-type, or Late Adopter

TIP: Your school community may fall between two levels of readiness

OUTCOME A:

Your school community didn't buy-in to the idea? That's ok, it's time to bring stakeholders together to *Generate an Idea* or go back to *Step 3* to try other strategies.

OUTCOME B:

Your school community is on board? Great! It's time to *Develop an Action Plan* to implement the idea.

HOW DID IT GO?

What is considered a new idea?

A new idea can refer to a wide variety of things, such as a new practice, initiative, or policy, as long as the idea is considered new by the school community considering its adoption.

STEP 3. Review and adapt strategies based on level of readiness to help communicate your idea

TIP: Be mindful, open, and flexible to adapting your strategies to help move your idea forward

STEP 4. Explore the IRT resources to help move your idea forward

TIP: Leave room to act on the unexpected, like a change in leadership

STEP 5.
Pitch your idea

What's a Wellness Champion?

- A Wellness Champion is anyone interested in encouraging healthy school community development
- This may include teachers, staff, parents, students, administrators, school councils, or school partners



Sample Traits and Strategies for Lift Off

For a full description of the levels of readiness and all of the strategies see the full IRT tool at ideareadinesstool.com



Innovator

School communities that initiate and innovate, have a greater tendency to take risks, and often serve as role models for others.

Strategies should appeal to their adventurous nature and inspire excitement about upcoming plans and actions.

QUICK STRATEGY:

Frame the idea as a way to strengthen the school community's reputation as a leader.



Majority

School communities that are deliberate in adopting a new idea and believe it is better to change as a group rather than be the first to change.

Strategies are similar to those used with Innovators, but should account for this group's skepticism and often slower process in moving forward with a new idea.

QUICK STRATEGY:

Provide evidence and engage the school community to raise awareness.



Late-Adopter

School communities that tend to be wary of new ideas and prefer to maintain the status quo. They often wait for other schools to implement new ideas before adopting it themselves.

Strategies should consider this group's reluctance to change and be implemented with that in mind.

QUICK STRATEGY:

Educate leadership about the idea and provide evidence to demonstrate its value.